

A REVIEW OF THE COLUMBIA JOURNAL OF WORLD BUSINESS FOR 1973

The following is a listing of all articles published in 1973.

Reprints of these articles are available at moderate rates. Our rate schedule has been prepared to accommodate requirements for both single and multiple copies. The rates are as follows:

1-9 copies per article	\$1.50 each	100-249 copies per article	\$.60 each
10-24 copies per article	\$1.25 each	250-499 copies per article	\$.40 each
25-49 copies per article	\$1.00 each	500-999 copies per article	\$.28 each
50-99 copies per article	\$.75 each	1000 or more copies per article	\$.20 each

For reprints of articles of more than 8 pages please add a 10% surcharge.

For ordering single copies of reprints,
contact:

**UNIVERSITY MICROFILMS,
300 N. ZEEB ROAD,
ANN ARBOR, MICHIGAN 48106**

For ordering two or more copies,
contact:

**COLUMBIA JOURNAL OF
WORLD BUSINESS,
REPRINT SERVICE,
408 URIS, COLUMBIA
UNIVERSITY,
NEW YORK, N.Y. 10027**

Please make your cheque or money order payable to *The Columbia Journal of World Business* or *University Microfilms*, depending on the size of your order, and remember to include your mailing address. The Volume and Issue numbers should be clearly indicated for each article in your order.

Index

Volume VIII — 1973

SUBJECT INDEX

Page

ADJUSTMENT ASSISTANCE

- The United States Needs A Better Adjustment Assistance Program
—Charles R. Frank, Jr.Fall 68

AGRICULTURE

- Toprina: The Marriage of the Agricultural and Industrial Revolutions
—John GearingSpring 39
Agricultural Trade Negotiations
—Howard L. Worthington and Mary E. ChavesFall 45

BOOK REVIEWS

- Databanks in a Free Society: Computers, Record-Keeping and Privacy
—Alan F. Westin and Michael A. BakerSpring 86
Europe in the Making—Walter HallsteinFall 159
Multinational Corporations in Developed Countries: A Review of Recent Research
and Policy Thinking—Sperry Lea and Simon WebleyFall 155

CHINA

- The China Trade: An Unfulfilled Promise—Wallace ChavkinSpring 83
U.S.-China Trade—Christopher H. PhillipsWinter 90

DIVESTMENT

- A Planned Approach to Divestment—Harvey W. Wallender IIISpring 33
U.S. Foreign Divestment: A Preliminary Survey
—J. J. Boddewyn and Roger TordesonSummer 25

FINANCE

- The Profit Potential of Multinational Enterprises
—Sidney M. Robbins and Robert B. StobaughFall 140
The Financial Aspects of East-West Trade—John P. MorganWinter 51
Credits for East-West Trade—Walter C. SauerWinter 57
Eurodollar Lending to Developing Countries—Richard S. WeinertWinter 34
Supervessels and Marine Insurance in the Next Decade
—George W. HandleyWinter 107

HEALTH PROGRAMS

- The Impact on U.S. Corporations of a National Health Program
—George KalamotousakisSummer 89

INDUSTRY

- Toprina: The Marriage of the Agricultural and Industrial Revolutions
—John GearingSpring 39

INVESTMENT

- A Challenge to the Critics of U.S. Foreign Investment
—Elliot HaynesSpring 13
Channeling Funds for Development—John R. FreemanSpring 66
International Investment: A Two-Way Street—Arthur RossSpring 9
Upturn in Foreign Activity by U.S. Business—John B. RhodesSummer 19

DECEMBER 1973

What is the Direction of Political Risk Insurance? — <i>Keith Wheelock</i>	Summer	59
The Profitability of Swedish Manufacturing Investment Abroad — <i>Eva Thiel</i>	Fall	87
What's So Canny About the Canny Scots?— <i>Dan Rosen</i>	Fall	98
A Prototype for Japanese Investment in the United States? — <i>Kenji Takitani</i>	Winter	31
The Strategic Framework of Japanese Direct Investment in the United States — <i>Yoshi Tsurumi</i>	Winter	19
IRELAND		
Regional Industrial Development in Ireland— <i>H. W. Black</i>	Winter	95
JAPAN		
A Prototype for Japanese Investment in the United States? — <i>Kenji Takitani</i>	Winter	31
The Strategic Framework of Japanese Direct Investment in the United States — <i>Yoshi Tsurumi</i>	Winter	19
Will Success Spoil Japanese Management?— <i>W. Paul Krauss</i>	Winter	26
MANAGEMENT		
Management Techniques in the Developing Nations — <i>Barry M. Richman and Melvyn Copen</i>	Summer	49
Cross-Cultural Organization Studies— <i>Piotr Hesselning</i>	Winter	120
The Anticipated Impact of Poland's Economic System — <i>Robert W. Blanning, Andrzej W. Kisiel and Myron Uretsky</i>	Winter	113
Will Success Spoil Japanese Management?— <i>W. Paul Krauss</i>	Winter	26
MANUFACTURING		
The Profitability of Swedish Manufacturing Investment Abroad — <i>Eva Thiel</i>	Fall	87
MERGERS		
The Obstacle Course for European Transnational Consolidations — <i>Renato Mazzolini</i>	Spring	53
Behavioral and Strategic Obstacles to European Transnational Concentration — <i>Renato Mazzolini</i>	Summer	68
Antitrust and Transnational Mergers in the EEC — <i>Renato Mazzolini</i>	Winter	100
MARKETING		
How Europeans View Their U.S. Customers— <i>James J. Ward</i>	Summer	79
Imaginative Marketing in Eastern Europe— <i>E. J. Milosh</i>	Winter	69
Developing a Market Program for the U.S.S.R.— <i>James Henry Giffen</i>	Winter	61
MONEY AND BANKING		
The Question of Convertibility— <i>Charles C. Townsend</i>	Spring	6
Economic Factors in Forecasting Currency Changes — <i>Richard K. Goeltz</i>	Spring	73
The London Dollar CD—Liquid Tool for International Cash Management — <i>David R. W. Potter</i>	Summer	5
MULTINATIONALS		
Channeling Funds for Development— <i>John K. Freeman</i>	Spring	66
Formal Planning in Multinational Corporations— <i>Peter Lorange</i>	Summer	83
Multinationals Need New Environmental Strategies — <i>John G. Welles</i>	Summer	11
Symposium with Michele Sindona	Summer	43
Strategy Formulation and International Competition — <i>William V. Rapp</i>	Summer	98

Who Manages Multinational Enterprise?— <i>Lawrence G. Franko</i>	Summer	30
A Global Approach to Public Relations— <i>Ray Josephs</i>	Fall	93
The Need for Multinationals— <i>Donald M. Kendall</i>	Fall	103
New Roles for Western Multinationals in Eastern Europe— <i>John B. Holt</i>	Fall	131
The Profit Potential of Multinational Enterprises — <i>Sidney M. Robbins</i> and <i>Robert B. Stobaugh</i>	Fall	14
Responses of U.S.-Based MNCs to Alternative Public Policy Futures — <i>Howard V. Perlmutter</i> , <i>Franklin R. Root</i> , and <i>Leo V. Plante</i>	Fall	78
Issues Raised by National Control of the Multinational Enterprise — <i>A. E. Safarian</i> and <i>Joel Bell</i>	Winter	7
NEW VENTURES		
Venture Vogue: Boneyard or Bonanza? — <i>Robert K. Mueller</i>	Spring	78
POLAND		
The Anticipated Impact of Poland's Economic System — <i>Robert W. Blanning</i> , <i>Andrzej W. Kisiel</i> and <i>Myron Uretsky</i>	Winter	113
Control Data's Joint Venture in Poland— <i>Hugh P. Donaghue</i>	Winter	83
PUBLIC RELATIONS		
A Global Approach to Public Relations— <i>Ray Josephs</i>	Fall	93
SOVIET UNION		
Developing Trade with the Soviet Union— <i>John I. Huhs</i>	Fall	116
The Political Climate and U.S.-Soviet Trade— <i>John A. Armitage</i>	Winter	42
The Soviet Position on Trade with the United States — <i>George S. Schukin</i>	Winter	47
How to Develop a Market Program for the U.S.S.R. — <i>James H. Giffen</i>	Winter	61
Company Presence in the U.S.S.R.— <i>George F. Hambleton</i>	Winter	78
SURVEY		
Upturn in Foreign Activity by U.S. Business— <i>John B. Rhodes</i>	Summer	19
SWEDEN		
The Profitability of Swedish Manufacturing Investment Abroad — <i>Eva Thiel</i>	Fall	87
TRADE, EAST-WEST		
The China Trade: An Unfulfilled Promise— <i>Wallace Chavkin</i>	Spring	83
Developing Trade with the Soviet Union— <i>John I. Huhs</i>	Fall	116
The Political Climate and U.S.-Soviet Trade— <i>John A. Armitage</i>	Winter	42
East-West Trade— <i>Gene E. Bradley</i>	Winter	39
The Anticipated Impact of Poland's Economic System — <i>Robert W. Blanning</i> , <i>Andrzej W. Kisiel</i> and <i>Myron Uretsky</i>	Winter	113
Control Data's Joint Venture in Poland— <i>Hugh P. Donaghue</i>	Winter	83
How to Develop a Market Program for the U.S.S.R.— <i>James H. Giffen</i>	Winter	61
Company Presence in the U.S.S.R.— <i>George F. Hambleton</i>	Winter	78
Imaginative Marketing in Eastern Europe— <i>E. J. Milosh</i>	Winter	69
The Financial Aspects of East-West Trade— <i>John P. Morgan</i>	Winter	51
U.S.-China Trade— <i>Christopher H. Phillips</i>	Winter	90
Credits for East-West Trade— <i>Walter C. Sauer</i>	Winter	57
The Soviet Position on Trade with the United States — <i>George S. Schukin</i>	Winter	47
Protecting East-West Trade Contracts and Operations— <i>David Winter</i>	Winter	73
TRADE, INTERNATIONAL		
The Case for Hartke-Burke— <i>Nat Goldfinger</i>	Spring	22
A Crisis in Critical Commodities— <i>Alexander Lang</i>	Spring	43

DECEMBER 1973

New Problems for Countries Outside the Trading Blocs		
—Declan O'Sullivan	Spring	61
Negotiating a New World Marketplace—An Overview		
—William E. Eberle	Fall	30
Toward an Effective International Trading System		
—Geza M. Feketekuty	Fall	34
A Strategy for International Trade Negotiations—Abraham Ribicoff	Fall	40
Agricultural Trade Negotiations		
—Howard L. Worthington and Mary E. Chaves	Fall	45
Trade Barriers, Negotiations and Rules—John C. Renner	Fall	51

TRADE, U.S.

The World is the Business of American Business—Harry Heltzer	Spring	27
U.S. Trade Policy: Past Successes, Future Problems—Roy Blough	Fall	7
Two Economists' View of the Case for Trade Liberalization		
—Larry D. Hays and Thomas D. Willett	Fall	20
U.S. Foreign Trade: The Challenge of the 1970s—Frederick B. Dent	Fall	26
U.S. Trade Policies Toward Developing Areas—Guy F. Erb	Fall	59
The United States Needs a Better Adjustment Assistance Program		
—Charles R. Frank, Jr.	Fall	68
A Golden Age for U.S. Exporters—Henry Kearns	Fall	113

TRANSPORTATION

International Goods Movement: New Problems and Opportunities		
—Ernest W. Williams	Fall	107

AUTHOR INDEX

ARMITAGE, JOHN A.		
The Political Climate and U.S.-Soviet Trade	Winter	42
BLACK, H. W.		
Regional Industrial Development in Ireland	Winter	95
BLANNING, ROBERT W., KISIEL, ANDRZEJ W., AND URETSKY, MYRON		
The Anticipated Impact of Poland's Economic System	Winter	113
BLOUGH, ROY		
U.S. Trade Policy: Past Successes, Future Problems	Fall	7
BODDEWYN, J. J. AND TORNEDEN, ROGER		
U.S. Foreign Divestment: A Preliminary Survey	Summer	25
BRADLEY, GENE E.		
East-West Trade	Winter	39
CHAVKIN, WALLACE		
The China Trade: An Unfulfilled Promise	Spring	83
DENT, FREDERICK B.		
U.S. Foreign Trade: The Challenge of the 1970s	Fall	26
DONAGHUE, HUGH P.		
Control Data's Joint Venture in Poland	Winter	83
EBERLE, WILLIAM D.		
Negotiating a New World Marketplace—An Overview	Fall	30

ERB, GUY F. U.S. Trade Policies Toward Developing Areas	Fall	59
FEKETEKUTY, GEZA A. Toward an Effective International Trading System	Fall	34
FRANK, CHARLES R., JR. The United States Needs a Better Adjustment Assistance Program	Fall	68
FRANKO, LAWRENCE G. Who Manages Multinational Enterprise?	Summer	30
FREEMAN, JOHN K. Channelling Funds for Development	Spring	66
GEARING, JOHN Toprina: The Marriage of the Agricultural and Industrial Revolutions	Spring	39
GIFFEN, JAMES H. How to Develop a Market Program for the U.S.S.R.	Winter	61
GOELTZ, RICHARD K. Economic Factors in Forecasting Currency Changes	Spring	73
GOLDFINGER, NAT The Case for Hartke-Burke	Spring	22
HAMBLETON, GEORGE F. Company Presence in the U.S.S.R.	Winter	78
HANDLEY, GEORGE W. Supervessels and Marine Insurance in the Next Decade	Winter	107
HAYNES, ELLIOT A Challenge to the Critics of U.S. Foreign Investment	Spring	13
HAYS, LARRY D. AND WILLETT, THOMAS D. Two Economists' View of the Case for Trade Liberalization	Fall	20
HELTZER, HARRY The World is the Business of American Business	Spring	27
HESSELING, PJOTR Cross-Cultural Organization Studies	Winter	120
HOLT, JOHN B. New Roles for Western Multinationals in Eastern Europe	Fall	131
HUHS, JOHN I. Developing Trade with the Soviet Union	Fall	116
JOSEPHS, RAY A Global Approach to Public Relations	Fall	93
KALAMOTOUSAKIS, GEORGE The Impact on U.S. Corporations of a National Health Program	Summer	89
KEARNS, HENRY A Golden Age for U.S. Exporters	Fall	113
KENDALL, DONALD M. The Need for Multinationals	Fall	103

DECEMBER 1973

KRAUSS, W. PAUL Will Success Spoil Japanese Management?	Winter	26
LANG, ALEXANDER A Crisis in Critical Commodities	Spring	43
LORANCE, PETER Formal Planning in Multinational Corporations	Summer	83
MAZZOLINI, RENATO The Obstacle Course for European Transnational Consolidations	Spring	53
MAZZOLINI, RENATO Behavioral and Strategic Obstacles to European Transnational Concentration	Summer	68
MAZZOLINI, RENATO Antitrust and Transnational Mergers in the EEC	Winter	100
MILOSH, E. J. Imaginative Marketing in Eastern Europe	Winter	69
MORGAN, JOHN P. The Financial Aspects of East-West Trade	Winter	51
MUELLER, ROBERT K. Venture Vogue: Boneyard or Bonanza?	Spring	83
O'SULLIVAN, DECLAN New Problems for Countries Outside the Trading Blocs	Spring	61
PERLMUTTER, HOWARD V., ROOT, FRANKLIN R. AND PLANTE, LEO V. Responses of U.S.-Based MNCs to Alternative Public Policy Futures	Fall	78
PHILLIPS, CHRISTOPHER H. U.S.-China Trade	Winter	90
POTTER, DAVID R. W. The London Dollar CD—Liquid Tool for International Cash Management	Summer	5
RAPP, WILLIAM V. Strategy Formulation and International Competition	Summer	98
RENNER, JOHN C. Trade Barriers, Negotiations and Rules	Fall	51
RHODES, JOHN B. Upturn in Foreign Activity by U.S. Business	Summer	19
RIBICOFF, ABRAHAM A Strategy for International Trade Negotiations	Fall	40
RICHMAN, BARRY M. AND COPEN, MELVYN Management Techniques in the Developing Nations	Summer	49
ROBBINS, SIDNEY M. AND STOBACH, ROBERT B. The Profit Potential of Multinational Enterprises	Fall	140

ROSEN, DAN		
What's So Canny About the Canny Scots?	Fall	98
ROSS, ARTHUR		
International Investment: A Two-Way Street	Spring	9
SAFARIAN, A. E. AND BELL, JOEL		
Issues Raised by National Control of the Multinational Enterprise	Winter	7
SAUER, WALTER C.		
Credits for East-West Trade	Winter	57
SCHUKIN, GEORGE S.		
The Soviet Position on Trade with the United States	Winter	47
SYMPOSIUM WITH MICHELE SINDONA ON THE ROLE OF MULTINATIONAL CORPORATIONS	Summer	43
TAKITANI, KENJI		
A Prototype for Japanese Investment in the United States?	Winter	31
THIEL, EVA		
The Profitability of Swedish Manufacturing Investment Abroad	Fall	87
TOWNSEND, CHARLES C.		
The Question of Convertibility	Spring	6
TSURUMI, YOSHI		
The Strategic Framework of Japanese Direct Investment in the United States	Winter	19
WALLENDER III, HARVEY W.		
A Planned Approach to Divestment	Spring	33
WARD, JAMES J.		
How European Firms View Their U.S. Customers	Summer	79
WEINERT, RICHARD S.		
Eurodollar Lending to Developing Countries	Winter	34
WELLES, JOHN G.		
Multinationals Need New Environment Strategies	Summer	11
WHELOCK, KEITH		
What is the Direction of U.S. Political Risk Insurance?	Summer	59
WILLIAMS, ERNEST W.		
International Goods Movement: New Problems and Opportunities	Fall	107
WINTER, DAVID		
Protecting East-West Trade Contracts and Operations	Winter	73
WORTHINGTON, HOWARD L. AND CHAVES, MARY E.		
Agricultural Trade Negotiations	Fall	45

